

# TIMELY TIPS

## Staff Management

### Recruiting the Right Students for Next Year's Yearbook Staff

#### OBJECTIVE

Students will build a clear, realistic recruitment plan that identifies who to recruit, where to find them and how to invite them to apply.

#### MATERIALS NEEDED

- Whiteboard or shared digital document
- Pens or devices for note-taking
- List of current and/or previous staff positions
- *Optional:* Copy or excerpts from [\*Recruiting Yearbook Staffs: Methods to the Madness\*](#)

#### PART 1

### WHY RECRUITMENT MATTERS (5 MINUTES)

Begin with a discussion. **Ask students:**

- Why do some yearbook staffs struggle every year with deadlines or coverage?
- What happens when the staff is built only from friends or volunteers?

Explain that recruitment is not about getting more students. It is about getting the right mix of students. Strong recruiting leads to better coverage, stronger storytelling and less stress later in the year.

Define **recruitment**: The intentional process of finding, inviting and selecting students who can help produce a high-quality, deadline-driven publication.

#### PART 2

### WHO SHOULD BE ON A YEARBOOK STAFF? (10 MINUTES)

As a class, build a two-column list labeled **Skills** and **Traits**. Prompt students to suggest:

- **Skills:** writing, photography, design, organization, marketing, leadership
- **Traits:** dependable, curious, calm under pressure, friendly, meets deadlines

Clarify that yearbook staffs should reflect the school's student body. That means recruiting from different grades, activities and backgrounds, not just top academic performers. Share examples of strong recruiting sources:

- English, journalism and creative writing classes
- Art, photography, design and technology classes
- Marketing, business and DECA programs
- Students involved in clubs, sports and student leadership
- Students recommended by teachers, counselors and current staff

#### PART 3

### WHERE AND HOW TO RECRUIT (10 MINUTES)

Divide students into small groups and give each group one prompt:

- Where could we look this month for potential staff members?
- How could we personally invite students instead of waiting for sign-ups?
- What would make yearbook sound appealing but honest?

Groups brainstorm and report their answers. Guide the discussion to include:

- Personal invitations from current staff members
- Short classroom visits by editors
- Interest meetings or open-house days
- Posters, social media and short recruitment videos
- Teacher and counselor recommendations

Reinforce that recruitment works best when it is personal, positive and clear about expectations. "Work hard, play hard" should always include the work hard part.

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#### PART 4

#### BUILD A SIMPLE RECRUITMENT PLAN (10 MINUTES)

As a class, create a short recruitment checklist for the next few weeks. Include:

- Who is responsible for recruiting
- Which teachers or classes to contact
- How students will be invited
- Whether an application or interest form will be used
- One clear message about what yearbook requires and what it offers

Ask:

- What happens if we skip this step?
- How could recruiting now make next year easier?

Wrap up by discussing any counterpoints and reminding them the best teams are built with intention. Counterpoints to address may include:

- **"Anyone can learn yearbook skills."**
  - True, but reliability and curiosity are harder to teach than software skills.
- **"Recruiting takes too much time during production."**
  - Skipping recruitment usually costs far more time later.
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- **"We'll just take whoever signs up."**
  - Open enrollment without guidance often leads to uneven commitment and burnout.